3/17/81 C 7715-3

DECEMBER
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

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NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	DECEMBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
AMC	12102	16011	75.59	1.70	1.92
(Concord)	4698	6050	77.65	.65	.73
(Eagle)	4450	4555	97.69	.63	.54
Chrysler	12109	15906	76.13	1.70	1.90
(LeBaron)	5616	6430	87.34	.79	.77
Dodge	29065	28264	102.83	4.09	3.38
(Diplomat)	2804	2729	102.75	.39	.33
(Colt)	2537	4483	56.59	.36	.54
(Challenger)	783	957	81.82	.11	.11
(Omni)	7814	8084	96.66	1.10	.96
(Aspen-Aries)	12487	6912	180.66	1.76	.83
Plymouth	29226	24623	118.69	4.11	2.95
(Arrow/Champ)	2776	4048	68.58	.39	.48
(Sapporo)	666	731	91.11	.09	.09
(Horizon)	9365	9515	98.42	1.32	1.15
(Volare/Reliant)	16034	9335	171.76	2.26	1.12
(Gran Fury)	385	367	104.90	.05	.04
Chrysler Corp	70400	68793	102.34	9.90	8.23
Ford	89948	131514	68.39	12.65	15.73
(Fiesta)	4760	5857	81.27	.67	.70
(Pinto/Escort)	25746	13561	189.85	3.62	1.62
(Fairmont)	20530	36124	56.83	2.89	4.32
(Granada)	8113	10530	77.05	1.14	1.26
(LTDII/LTDI	9887	20036	49.35	1.39	2.40
(Mustang)	13498	22807	59.18	1.90	2.73
(T Bird)	7414	19674	37.68	1.04	2.35
Lincoln	6477	12064	53.69	.91	1.44
(Mark/Cont Mark)	3447	6614	52.12	.49	.79
(Versailles)	90	868	10.37	.01	.10
Mercury	31409	37992	82.67	4.42	4.55
(Zephyr)	7803	8024	97.25	1.10	.96
(Monarch/XR1/Cougar)	3254	4290	75.85	.46	.51
(XR7/Cougar)	3347	9380	35.68	.47	1.13
(Capri)	4575	6849	66.80	.64	.82
(Bobcat/Lynx)	7942	2846	279.06	1.12	.34
Linc/Merc Div	37886	50056	75.69	5.33	5.99
Ford Motor Co	127834	181570	70.40	17.98	21.72
Buick	59555	60065	99.15	8.38	7.18
(Skylark)	15422	12446	123.91	2.17	1.49
(Century)	27921	25633	108.93	3.92	3.06
(Riviera)	4162	4386	94.89	.59	.52
Cadillac	19063	29199	65.29	2.68	3.49
(Eldorado)	4859	5109	95.11	.68	.61
(Seville)	3140	5347	58.72	.44	.64
Chevrolet	129525	164852	78.57	18.24	19.72
(Chevette)	24793	28410	87.27	3.49	3.40
(Monza)	9667	9174	105.37	1.36	1.10
(Camaro)	7470	12720	58.73	1.05	1.52
(Citation)	28585	31496	90.76	4.04	3.77
(Malibu)	22011	25536	86.20	3.10	3.05
(Corvette)	2948	3356	87.84	.41	.40
(Monte Carlo)	14299	18237	78.41	2.01	2.18
Oldsmobile	67631	74123	91.24	9.51	8.87
(Omega)	7331	5337	137.36	1.03	.64
(Cutlass)	36702	39738	92.36	5.16	4.75
(Toronado)	3295	3814	86.39	.46	.46
Pontiac	48874	58040	83.17	6.79	6.94
(Sunbird)	9659	5855	164.97	1.36	.70
(Phoenix)	8345	7585	110.02	1.17	.91
(Lemans)	6596	8749	75.39	.93	1.05
(Firebird)	4673	9857	47.41	.66	1.17
Gen Mtrs Corp	324048	386279	83.89	45.60	46.20
Misc Domestic	214	410	52.20	.03	.05
Other Import	176223	182950	96.32	24.79	21.88
U.S. Total	710821	836013	85.03		

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NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
AMC	150878	156926	96.15	1.72	1.52	156926
(Concord)	65513	83231	78.71	.75	.81	83231
(Eagle)	32785	11164	293.67	.37	.11	11164
Chrysler	138385	243842	56.75	1.58	2.35	243842
(Le Baron)	63706	100181	63.59	.73	.96	100181
Dodge	312428	442260	70.64	3.57	4.27	442260
(Diplomat)	31101	45852	67.96	.36	.44	45852
(Colt)	49872	60656	82.22	.57	.59	60656
(Challenger)	12000	14217	84.41	.14	.14	14217
(Omni)	103425	121640	85.03	1.18	1.17	121640
(Aspen/Aries)	73991	117395	63.03	.84	1.13	117395
Plymouth	300580	381844	78.72	3.43	3.69	381844
(Arrow/Champ)	54741	46352	118.10	.62	.45	46352
(Sapporo)	9317	12267	75.95	.11	.12	12267
(Horizon)	128225	143477	89.37	1.47	1.39	143477
(Volare/Reliant)	96672	166020	58.23	1.10	1.59	166020
(Gran Fury)	11625	3778	307.70	.13	.04	3778
Chrysler Corp	751393	1067946	70.36	8.58	10.31	1067946
Ford	1114816	1552097	71.83	12.72	14.99	1552097
(Fiesta)	67925	76919	88.31	.78	.74	76919
(Pinto/Escort)	189619	183546	103.31	2.16	1.77	183546
(Fairmont)	277421	333456	83.20	3.16	3.23	333456
(Granada)	84585	141375	59.83	.97	1.37	141375
(LTDII/LTD)	143810	272766	52.72	1.64	2.63	272766
(Mustang)	222549	295511	75.31	2.54	2.85	295511
(T'Bird)	128903	210249	61.31	1.47	2.03	210249
Lincoln	72740	128262	56.71	.83	1.24	128262
(Mark/Cont Mark)	36901	54597	67.59	.42	.53	54597
(Versailles)	4572	13539	33.77	.05	.13	13539
Mercury	326361	498326	65.49	3.73	4.81	498326
(Zephyr)	84297	95787	88.00	.96	.92	95787
(Monar./LN81Cougar)	30439	54558	55.79	.35	.53	54558
(XR7/Cougar)	54974	122808	44.76	.63	1.18	122808
(Capri)	62974	88734	70.97	.72	.86	88734
(Bobcat/Lynx)	41187	43097	95.57	.47	.42	43097
Linc/Merc Div	399101	626588	63.69	4.56	6.05	626588
Ford Motor Co	1513917	2178685	69.49	17.28	21.04	2178685
Buick	707544	687182	102.96	8.08	6.64	687182
(Skylark)	174150	104458	166.72	1.99	1.01	104458
(Century)	337183	301885	111.69	3.85	2.92	301885
(Riviera)	42098	49587	84.90	.48	.48	49587
Cadillac	212557	307897	69.04	2.43	2.97	307897
(Eldorado)	51065	61000	83.71	.59	.58	61000
(Seville)	35347	44216	79.94	.40	.43	44216
Chevrolet	1725874	2106404	81.93	19.70	20.33	2106404
(Chevette)	369180	363644	101.52	4.21	3.49	363644
(Monza)	148867	139073	107.04	1.70	1.34	139073
(Camaro)	117164	203904	57.46	1.34	1.97	203904
(Citation)	370605	291615	127.09	4.23	2.82	291615
(Malibu)	262605	337164	77.89	3.00	3.26	337164
(Corvette)	36408	40164	90.65	.42	.39	40164
(Monte Carlo)	163097	265110	61.52	1.86	2.56	265110
Oldsmobile	807000	931836	86.60	9.21	9.00	931836
(Omega)	86504	46495	186.05	.99	.45	46495
(Cutlass)	461229	510757	90.30	5.26	4.93	510757
(Toronado)	36246	45354	79.92	.41	.44	45354
Pontiac	612794	774525	79.12	6.99	7.48	774525
(Sunbird)	129312	86849	148.89	1.46	.84	86849
(Phoenix)	99542	74560	133.51	1.14	.72	74560
(Lemans)	78422	115301	68.02	.90	1.11	115301
(Firebird)	83832	150048	55.87	.96	1.45	150048
Gen Mtrs Corp	4065769	4807844	84.57	46.41	46.42	4807844
Misc Domestic	3659	4652	78.65	.04	.04	4652
Other Import	2275321	2140642	106.29	25.97	20.67	2140642
U.S. Total	8760937	10356695	84.59			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC 1980	% IND	YEAR TO DATE* 1980	YEAR TO DATE* 1979	% '80 VS '79	% IND 1980	% IND 1979
Dodge	17356	9.08	228500	352292	64.86	9.23	10.15
Plymouth	1732	.91	28329	19678	143.96	1.14	.57
Ford	61659	32.29	784132	1123605	69.79	31.65	32.37
Chevrolet	58592	30.66	737788	1085855	67.95	29.79	31.27
G.M.C.	13245	6.93	181252	283329	63.97	7.32	8.16
I.H.	7020	3.67	74484	116739	63.80	3.01	3.36
Jeep Truck	7041	3.68	81923	145583	56.27	3.31	4.19
Mack	2163	1.13	21743	29265	74.30	.88	.84
Kenworth	795	.42	11163	14902	74.91	.45	.43
Peterbilt	552	.29	7008	8696	80.59	.28	.25
Freightliner	634	.33	10465	13636	76.75	.42	.39
White	595	.31	7664	12512	61.25	.31	.36
Misc	19689	10.30	302326	266117	113.61	12.21	7.66
U.S. Total	191073		2476777	3472209	71.33		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	101513	121176	5618	193	–	–	–	–
(Dodge 1)	67817	76567	3173	–	–	–	–	–
Plymouth *	19619	8710	–	–	–	–	–	–
Ford	247118	470054	517	–	–	20244	32514	13685
(Ford 2)	99625	153254	–	–	–	–	–	–
Chevrolet	365766	339139	1922	–	1378	13567	13041	2975
(Chevrolet 3)	164720	97545	–	–	–	–	–	–
G.M.C.	53017	88721	6	–	886	9564	13393	15665
(G.M.C. 4)	9136	23845	–	–	–	–	–	–
I.H.	–	17724	–	–	–	16580	4894	21686
Jeep Truck	49710	32213	–	–	–	–	–	–
(Jeep 5)	49710	23358	–	–	–	–	–	–
Mack	–	–	–	–	–	688	–	21055
Kenworth	–	–	–	–	–	–	–	11163
Peterbilt	–	–	–	–	–	–	–	7008
Freightliner	–	–	–	–	–	–	–	10465
White	–	–	–	–	–	–	–	7664
Misc	294199	330	13	10	25	3147	2277	2325
Total	1130942	1078067	8076	203	2289	63790	79719	113691
1979 Total	1275531	1792546	39338	4942	28611	43724	47358	165909
1980 VS 79	88.66	60.14	20.53	4.11	80.01	44.38	168.33	68.53

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
* Plymouth Includes Trail Duster & Arrow
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	560190	22.68	1	467255	19.87	1
DATSUN	506975	20.50	2	444531	18.9.	2
HONDA	351342	14.23	3	338726	14.41	3
VOLKSWAGEN	255232	10.34	4	287527	12.23	4
MAZDA	159788	6.47	5	147489	6.27	5
SUBARU	125887	5.10	6	98200	4.18	6
FIESTA*	67929	2.75	7	76919	3.27	7
ARROW/CHAMP*	54741	2.22	8	46352	1.97	12
VOLVO	54484	2.21	9	53847	2.29	10
MERCEDES BENZ	51538	2.09	10	49992	2.13	11
TOTAL IMPORT CARS	2469180			2351053		
COLT/HATCHBACK*	49872	2.02	11	60656	2.58	8
FIAT	36623	1.48	13	57627	2.45	9
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	132969	25.41	1	129949	26.96	1
DATSUN	108384	20.71	2	99427	20.62	2
CHEVROLET L.U.V.*	86227	16.47	3	97233	20.17	3
FORD COURIER*	74196	14.18	4	75822	15.73	4
DODGE D50*	44136	8.43	5	30861	6.40	5
PLYMOUTH ARROW*	18199	3.48	6	14179	2.94	6
TOTAL IMPORT TRUCK	523386			482089		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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R. 1/80

DECEMBER 1980 ISSUED 02/81

1 C7715-3

NATIONAL VEHICLE REGISTRATION SERVICE

TRUCKS IN OPERATION AS OF JULY 1, 1980

THE STATISTICS FOR THE STATES OF COLORADO, GEORGIA AND OKLAHOMA ARE ESTIMATES.

STATE U.S. SUMMARY

COUNTY

MAKE	ALL YR TOTALS	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	PRIOR TO 65	YR NOT GIVEN
CHEVROLET	11787580	427494	1194880	1190509	1092382	958114	698793	655670	624152	670492	454308	468033	524613	407247	327228	329841	273388	1983824	32451
DIAMOND REO	34120	46				157	1680	2984	3033	2705	2474	2503	2031	1389	1438	1452	1155	13578	463
DIVCO	4667	27	40	45	32	48	62	50	17	228	188	141	124	79	443	550	358	2203	6
DODGE	3141306	89700	348902	305956	456545	250077	254924	281335	272494	183105	117484	77551	88136	83821	62042	59225	47566	164278	792
FORD	11577501	424933	1298114	1246806	986501	903270	603799	855280	814869	765170	543105	521759	523625	347061	325247	274136	224453	1893961	134199
FREIGHTLINER	85645	6645	11768	9355	7602	5285	5525	8460	8320	5427	3500	2748	3148	2452	1683	958	611	2363	5
GMC	2538522	92397	298955	291208	258158	214538	142672	174481	182066	136399	97591	95870	99930	78668	54956	56815	48261	213765	1473
INTERNATIONAL	1740220	22506	100306	96651	98573	74407	101139	129268	163079	129356	108729	95870	76554	71505	76143	61811	54241	271165	2247
JEEP	1094934	52691	158144	124825	98233	77443	46732	68111	54348	36840	26681	31018	31449	24168	26711	21516	18730	146633	661
KENWORTH	109260	7643	13913	13296	11709	6296	5402	9835	9545	6783	4544	3628	3781	2162	1551	1858	1299	5084	83
MACK	231652	13418	25375	25271	19162	11018	11827	18756	17646	14045	10019	10355	9344	7259	6257	5772	3880	21034	504
PETERBILT	75423	5263	8628	8842	8503	4653	5205	7503	5191	4286	2816	2438	2663	2035	1216	1281	1159	3867	74
PLYMOUTH	121430	14129	29527	14542	21873	12741	14988	13617											13
WHITE	145492	4131	10315	11861	10705	6237	7788	12270	12113	8834	7790	8076	8706	6981	5319	5550	3798	14750	270
MISC	2579785	200982	275618	323254	262114	225294	138982	201845	237656	198648	161222	108823	77706	45849	28232	21895	9380	58273	2012
TOTALS	35267535	1362009	3764485	3662421	3332092	2749583	2045785	2641470	2609487	2163325	1540478	1428831	1451860	1081826	918715	855882	688480	2980752	22955

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POLK STATISTICS

NATIONAL VEHICLE REGISTRATION SERVICE

PASSENGER CARS IN OPERATION AS OF JULY 1, 1980

THE STATISTICS FOR THE STATES OF COLORADO, GEORGIA AND OKLAHOMA ARE ESTIMATED.

STATE U. S. SUMMARY

COUNTY

MAKE	JULY 1 TOTALS	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	PRIOR TO 65	YR NOT GIVEN
AMERICAN MOTORS	2653040	115346	137674	147704	168145	259337	213165	380206	275683	198663	143625	124355	110266	86660	47430	53366	52795	136363	345
BUICK	7035796	517344	654392	716882	758715	641382	417244	386272	634027	495411	350710	380018	326386	231526	146164	108728	75578	194956	61
CADILLAC	2965915	145758	346541	316597	319661	282535	211582	196713	258935	197617	124372	146241	111145	88008	59192	44993	32903	97343	135
CHEVROLET	12526274	1291496	2085084	2141671	2061337	1819713	1473431	1865926	1904476	1629217	1196192	1102327	929946	746809	519147	463378	343823	942015	315
CHRYSLER	2318067	70967	272738	289960	313402	225295	188122	80857	162059	132647	102432	85682	100223	83224	53342	55105	36193	67741	73
DODGE	5183891	188390	396271	455582	463901	386284	329045	472649	499968	426771	325364	266391	233961	201763	139417	137298	101715	158475	146
FORD	18621864	687752	1663451	1806121	1566577	1552526	1249075	1678542	1698571	1446404	1099902	962083	622365	560355	460240	463629	382265	721159	847
IMPERIAL	85968						6268	10634	11785	9992	6891	5892	8699	5970	5398	3420	2869	8328	2
LINCOLN	1130783	48130	165961	149865	165279	105198	82358	73632	98040	69605	38489	30048	32693	14142	12986	13368	7205	23721	70
MERCURY	4250489	182651	572657	543162	435521	384711	304057	295805	351535	282184	194804	140434	142661	112981	79427	50540	46321	130687	349
OLDSMOBILE	8155380	579296	992300	907502	891437	758907	511530	483257	713014	549861	364249	354754	275891	200698	141046	107532	83195	140830	81
PLYMOUTH	5865155	189914	348402	417133	466476	442689	355721	585419	646971	515239	411878	342663	276688	243386	164665	152515	112041	193229	126
PONTIAC	7335591	621258	824443	794876	783751	621919	413528	453952	692803	496233	361300	353675	320147	241529	180886	128052	87502	149686	71
STUDEBAKER	37361															1154	1447	34521	239
MISC.	16398177	1429384	1942536	1796169	1436628	1419967	927336	1535203	1222999	1093692	1022243	644147	557791	365041	270385	180979	131792	412444	9461
TOTALS	104563781	5867936	10402460	10483209	9930835	8900411	6736754	8848867	9155866	7543536	5653051	4938710	4048912	3172092	2279725	1969057	1515545	3513974	2371

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JANUARY
1981

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JANUARY		% '81 VS '80	% IND	
	1981	1980		1981	1980
AMC	11484	14234	80.68	1.80	1.89
(Concord)	4745	6498	73.02	.74	.86
(Eagle)	3814	3303	115.47	.60	.44
Chrysler	10460	12561	83.27	1.64	1.67
(LeBaron)	5016	5102	98.28	.78	.68
Dodge	27389	26767	102.32	4.30	3.56
(Diplomat)	2490	2282	131.03	.47	.30
(Colt)	2649	5576	47.51	.42	.74
(Challenger)	829	962	86.17	.13	.13
(Omni)	7403	8738	84.30	1.23	1.17
(Aries)	9316	–	–	1.45	–
Plymouth	27020	24651	109.61	4.25	3.27
(Arrow/Champ)	2731	5626	48.54	.43	.75
(Sapporo)	775	636	121.86	.12	.08
(Horizon)	9543	10907	87.49	1.50	1.45
(Reliant)	11624	–	–	1.83	–
(Gran Fury)	456	400	114.00	.07	.05
Chrysler Corp	64869	63979	101.39	10.19	8.50
Ford	80665	98746	81.69	12.67	13.11
(Fiesta)	–	6321	–	–	.84
(Escort)	23238	–	–	3.65	–
(Fairmont)	18127	23929	75.75	2.85	3.18
(Granada)	7724	7513	102.81	1.21	1.00
(LTD)	8363	14629	57.17	1.31	1.94
(Mustang)	13095	19450	67.33	2.06	2.58
(T Bird)	6753	13793	48.96	1.06	1.83
Lincoln	4564	9402	48.54	.72	1.25
(Mark VI)	2454	5786	42.41	.39	.77
Mercury	26500	31057	85.33	4.16	4.12
(Zephyr)	5757	7137	80.66	.90	.94
(Cougar)	2656	6751	39.34	.42	.90
(Capri)	3720	5540	67.15	.58	.74
(Lynx)	6816	–	–	1.07	–
Lincl/Merc Div	31064	40459	76.78	4.88	5.37
Ford Motor Co	111729	139205	80.26	17.55	18.48
Buick	51607	56382	91.53	8.11	7.49
(Skylark)	13786	13673	100.83	2.17	1.82
(Century)	24505	24398	100.44	3.85	3.24
(Riviera)	3250	3837	84.70	.51	.51
Cadillac	16641	23988	69.66	2.61	3.17
(Eldorado)	4235	4510	93.90	.66	.59
(Seville)	2487	4350	57.17	.39	.58
Chevrolet	112511	153254	73.08	17.69	20.44
(Chevette)	27098	31752	85.34	4.27	4.22
(Monza)	6579	10481	62.77	1.03	1.39
(Camaro)	6185	10904	56.72	.97	1.45
(Citation)	24412	30714	79.48	3.84	4.08
(Malibu)	17453	21358	81.72	2.74	2.84
(Corvette)	2347	2819	83.29	.37	.37
(Monte Carlo)	12107	15171	79.80	1.90	2.01
Oldsmobile	58993	64265	91.80	9.27	8.53
(Omega)	6464	6365	101.54	1.02	.85
(Cutlass)	33412	34825	95.94	5.24	4.62
(Toronado)	2717	3406	79.77	.43	.45
Pontiac	41203	52692	78.20	6.47	7.00
(Sunbird)	8098	7525	107.61	1.27	1.00
(Phoenix)	6773	7457	90.83	1.06	.99
(Lemans)	6041	7328	82.44	.95	.97
(Firebird)	4070	8397	48.47	.64	1.12
Gen. Mtrs. Corp.	280955	351181	80.00	44.15	46.63
Misc. Domestic	193	326	59.20	.03	.04
Other Import	167254	184181	90.81	26.28	24.46
U.S. Total	636488	755106	84.52		

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% 81 VS 80	% IND		YEAR END 1980
	1981	1980		1981	1980	
AMC	114484	142134	80.58	1.83	1.94	150478
(Concord)	4745	6444	73.63	.74	.95	6736
(Eagle)	1414	1233	114.67	.22	.16	1785
Chrysler	104601	139541	74.97	1.64	1.87	179165
(LeBaron)	5014	5102	98.28	.78	.68	7326
Dodge	273143	267677	102.32	4.30	3.58	312424
(Diplomat)	2940	2282	128.83	.47	.30	3161
(Colt)	26469	35576	74.41	4.42	4.76	44972
(Challenger)	824	963	85.17	.13	.13	1200
(Omni)	7803	4734	164.90	1.23	1.17	10325
(Aries)	9316	–	–	1.45	–	17584
Plymouth	27320	24681	110.71	4.29	3.27	40580
(Arrow Champ)	2731	5626	48.54	.43	.75	5741
(Sapporo)	775	636	121.85	.12	.08	9317
(Horizon)	9243	10907	87.49	1.50	1.45	12835
(Reliant)	11624	–	–	1.83	–	23755
(Gran Fury)	456	403	113.15	.07	.05	11625
Chrysler Corp	64869	79379	101.79	10.19	10.50	751393
Ford	208665	247446	84.29	32.67	33.31	1118416
(Fiesta)	–	6321	–	–	.84	67429
(Escort)	232.58	–	–	1.65	–	45174
(Fairmont)	14127	23229	75.75	2.49	1.13	77421
(Granada)	7724	7513	102.81	1.21	1.00	84585
(LTD)	8363	14629	57.17	1.31	1.94	143810
(Mustang)	13345	24850	67.33	2.06	2.58	222549
(T Bird)	6553	13743	84.95	1.06	1.83	124903
Lincoln	4564	4402	84.54	.72	1.25	72740
(Mark VI)	2494	5786	82.41	.39	.77	41473
Mercury	26500	31057	85.33	4.16	4.12	326361
(Zephyr)	5767	7137	80.86	.90	.94	84797
(Cougar)	2656	6751	39.34	.42	.90	55109
(Capri)	1723	5940	67.81	.28	.79	62974
(Lynx)	1815	–	–	1.07	–	13326
Linc Merc Div	33564	40459	75.78	6.84	5.37	329101
Ford Motor Co	111729	134235	83.26	17.55	17.48	1513917
Buick	51607	56382	91.53	8.11	7.49	707544
(Skylark)	13786	13673	100.83	2.17	1.82	180006
(Century)	24505	24394	100.44	3.85	3.24	137183
(Riviera)	3253	3837	84.78	.51	.51	43098
Cadillac	16641	23884	69.68	2.61	3.17	212557
(Eldorado)	4235	4510	93.90	.66	.59	51065
(Seville)	2487	4350	57.17	.39	.58	35347
Chevrolet	112511	153954	73.08	17.69	20.44	1725474
(Chevette)	27048	31752	85.14	4.27	4.22	369140
(Monza)	6579	10481	62.77	1.03	1.39	148467
(Camaro)	6185	10604	58.32	.97	1.40	117164
(Citation)	29413	33714	79.48	3.98	4.03	370605
(Malibu)	17493	21394	81.77	2.74	2.84	262605
(Corvette)	2387	2818	84.24	.37	.37	36408
(Monte Carlo)	12137	15171	79.98	1.90	2.01	163057
Oldsmobile	58293	64265	90.70	9.27	8.53	707000
(Omega)	6814	5366	126.94	1.32	.95	42118
(Cutlass)	13412	34825	95.94	5.29	4.62	451229
(Toronado)	2717	3816	71.17	.43	.45	36246
Pontiac	41203	52652	78.23	6.47	7.00	512744
(Sunbird)	8068	9535	107.61	1.27	1.20	129512
(Phoenix)	6773	7857	86.23	1.06	1.04	92542
(Lemans)	5081	7178	70.79	.80	.97	78422
(Firebird)	4070	8547	47.62	.64	1.13	83432
Gm Mtr Corp	283455	351181	80.70	44.15	46.65	4165764
Mtr Homes	191	326	58.59	.03	.04	3656
Other Import	167258	184181	90.81	26.29	24.46	2275321
U.S. Total	636888	753106	84.52			8778977

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE*		% 81 VS 80	% IND	
	1981		1981	1980		1981	1980
Dodge	11329	7.01	11329	18772	60.35	7.01	8.05
Plymouth	1351	.84	1351	2253	59.96	.84	.97
Ford	52479	32.49	52479	75167	69.82	32.49	32.23
Chevrolet	52625	32.59	52625	73255	71.84	32.59	31.40
GMC	11668	7.22	11668	18332	63.65	7.22	7.86
IH	5417	3.35	5417	6893	78.59	3.35	2.95
Jeep Truck	4266	2.64	4266	8890	47.99	2.64	3.81
Mack	1500	.93	1500	1871	80.17	.93	.80
Kenworth	805	.50	805	1122	71.75	.50	.48
Peterbilt	384	.24	384	711	54.01	.24	.30
Freightliner	516	.32	516	974	52.98	.32	.42
White	384	.24	384	699	54.94	.24	.30
Misc	18784	11.63	18784	24338	77.18	11.63	10.43
U.S. Total	161508		161508	233277	69.23		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	6578	4717	34	–	–	–	–	–
(Dodge 1)	4812	2641	5	–	–	–	–	–
Plymouth *	966	385	–	–	–	–	–	–
Ford	16681	32172	–	–	–	1119	1879	628
(Ford 2)	6231	9586	–	–	–	–	–	–
Chevrolet	26871	22424	1257	–	82	780	733	78
(Chevrolet 3)	10202	5945	–	–	–	–	–	–
GMC	4266	5316	–	–	28	515	821	723
(GMC 4)	630	1202	–	–	–	–	–	–
IH	–	490	–	–	–	1881	1534	1512
Jeep Truck	2299	1967	–	–	–	–	–	–
(Jeep 5)	2299	1461	–	–	–	–	–	–
Mack	–	–	–	–	–	72	9	1419
Kenworth	–	–	–	–	–	–	–	805
Peterbilt	–	–	–	–	–	–	–	384
Freightliner	–	–	–	–	–	–	–	516
White	–	–	–	–	–	–	–	384
Misc	18144	106	–	–	2	236	160	136
Total	75805	67977	1291	–	112	4603	5136	6584
1980 Total	95793	114157	794	4	215	5108	6763	10443
1981 VS 80	79.13	59.55	162.59	–	52.09	90.11	75.94	63.05

UNITED STATES SUMMARY

Memo Total: To be included in GVW 1, 2 & 3

* Plymouth Includes Trail Duster & Arrow

1. Includes Vans, Ramcharger & D50
2. Includes Econoline, Ranchero, Bronco and Vans
3. Includes F-1 Cabinets, Blazer, C.V.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes C/L Cherokee and Wagoneer

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
Domestic Sponsored Imports				
Dodge Colt Hatchback	2649	.42	5576	.74
Plymouth Arrow Champ	2731	.43	5625	.75
Others	1504	.25	7919	1.05
Total Domestic Sponsored Imports	6984	1.10	19121	2.54
Other Imports				
Datsun	31352	4.23	41759	5.54
Honda	28780	4.52	28288	3.76
Mazda	14326	2.25	14295	1.90
Mercedes Benz	4129	.65	4612	.61
Subaru	9412	1.48	9966	1.32
Toyota	41427	6.51	47887	6.35
Volkswagen	16768	2.63	18339	2.44
Volvo	3738	.59	4040	.54
Others	17286	2.72	14995	1.99
Total Other Imports	167258	26.28	194181	24.46
Grand Total All Import Cars	174242	27.38	203302	27.00

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0 10,000 LBS)

Domestic Sponsored Imports				
Chevrolet L.U.V.	5134	3.18	8275	3.55
Dodge D50	2280	1.41	3017	1.29
Ford Courier	4613	2.86	6640	2.85
Plymouth Arrow	786	.49	1426	.61
Total Domestic Sponsored Imports	12813	7.93	19358	8.30
Other Imports				
Datsun	6435	4.02	8979	3.85
Mazda	635	.39	594	.25
Subaru	562	.35	1291	.55
Toyota	7995	4.95	11341	4.86
Volkswagen	2523	1.56	1470	.63
Others	40	.02	-	-
Total Other Import Trucks	18250	11.30	23675	10.15
Grand Total All Import Trucks	31063	19.23	43033	18.45

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS - UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701098	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10358696	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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FEBRUARY
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF
R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	FEBRUARY		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	12405	12338	100.54	1.84	1.76
(Concord)	5120	4947	103.50	.76	.71
(Eagle)	3705	2661	139.23	.55	.38
Chrysler	8799	11064	79.53	1.30	1.58
(Le Baron)	4113	4788	85.90	.61	.69
Dodge	32156	27117	118.58	4.76	3.86
(Diplomat)	2411	2089	115.41	.36	.30
(Colt)	5019	6312	79.52	.74	.90
(Challenger)	1350	1016	132.87	.20	.14
(Omni)	9232	9557	96.60	1.37	1.36
(Aries)	10511	–	–	1.55	–
Plymouth	35[illegible]5	26066	134.60	5.20	3.72
(Arrow/Champ)	4936	6233	79.19	.73	.89
(Sapporo)	1353	849	159.36	.20	.12
(Horizon)	12784	11809	108.26	1.89	1.69
(Reliant)	13676	–	–	2.03	–
(Gran Fury)	647	487	132.85	.10	.07
Chrysler Corp.	76040	64247	118.36	11.26	9.16
Ford	83589	88636	94.31	12.39	12.64
(Fiesta)	5533	6139	90.13	.82	.88
(Escort)	24893	–	–	3.68	–
(Fairmont)	15384	22581	68.13	2.28	3.22
(Granada)	7825	5936	131.82	1.16	.85
(LTD)	8406	10392	80.89	1.25	1.48
(Mustang)	12603	18036	69.88	1.87	2.57
(T'Bird)	6201	13606	45.58	.92	1.94
Lincoln	4481	5988	74.83	.65	.85
(Mark VI)	2432	3602	67.52	.36	.51
Mercury	26257	26658	98.50	3.89	3.80
(Zephyr)	5025	6945	72.35	.74	.99
(Cougar)	2446	5963	41.02	.36	.85
(Capri)	3690	4987	73.99	.55	.71
(Lynx)	7572	–	–	1.13	–
Linc/Merc. Div.	30738	32646	94.16	4.55	4.65
Ford Motor Co.	114327	121282	94.27	16.94	17.29
Buick	53556	53063	100.93	7.93	7.57
(Skylark)	15610	14023	111.32	2.31	2.00
(Century)	25403	23689	107.24	3.76	3.38
(Riviera)	3166	3202	98.88	.47	.46
Cadillac	15783	18370	85.92	2.34	2.62
(Eldorado)	3716	3886	95.63	.56	.55
(Seville)	2184	3209	68.06	.32	.46
Chevrolet	119134	147693	80.66	17.65	21.05
(Chevette)	36458	32219	113.16	5.40	4.58
(Monza)	4259	11130	38.27	.63	1.59
(Camaro)	6539	9863	66.30	.97	1.41
(Citation)	25710	30090	85.44	3.81	4.29
(Malibu)	15705	18960	82.83	2.33	2.70
(Corvette)	2490	2730	91.21	.37	.39
(Monte Carlo)	12988	12884	100.81	1.92	1.84
Oldsmobile	60035	60414	99.37	8.89	8.61
(Omega)	7983	7195	110.95	1.18	1.03
(Cutlass)	33711	33295	101.25	5.00	4.74
(Toronado)	2514	3035	82.83	.37	.43
Pontiac	41710	48255	86.44	6.18	6.88
(Sunbird)	8020	8987	89.24	1.19	1.27
(Phoenix)	7540	7050	106.95	1.12	1.01
(Lemans)	5467	6875	79.52	.81	.98
(Firebird)	4469	7059	63.31	.66	1.01
Gen. Mtrs. Corp.	290218	327795	88.54	42.99	46.73
Misc. Domestic	171	184	92.93	.03	.03
Other Import	181884	175573	103.59	26.94	25.03
U.S. Total	675045	701419	96.24		

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UNITED STATES SUMMARY
FEBRUARY 1981 ISSUED 04/81

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '81 VS '80	% IND		YEAR END 1980
	1981	1980		1981	1980	
AMC	23889	26572	89.90	1.82	1.83	150878
(Concord)	9865	11445	86.19	.75	.79	67836
(Eagle)	7519	5964	126.07	.57	.41	32785
Chrysler	19259	23625	81.52	1.47	1.62	138385
(Le Baron)	9127	9890	92.29	.70	.68	63706
Dodge	59545	53884	110.51	4.54	3.71	312428
(Diplomat)	5401	4371	123.56	.41	.30	31161
(Colt)	7668	11888	64.50	.58	.82	49872
(Challenger)	2179	1978	110.16	.17	.14	12000
(Omni)	17035	18295	93.11	1.30	1.26	103425
(Aries)	19827	–	–	1.51	–	17589
Plymouth	62105	50717	122.45	4.73	3.49	300580
(Arrow/Champ)	7667	11859	64.65	.58	.82	54741
(Sapporo)	2128	1485	143.30	.16	.10	9317
(Horizon)	22327	22716	98.29	1.70	1.56	128225
(Reliant)	25300	–	–	1.94	–	23755
(Gran Fury)	1103	887	124.35	.08	.06	11625
Chrysler Corp.	140909	128226	109.89	10.74	8.82	751393
Ford	168346	187382	89.84	12.84	12.89	1114816
(Fiesta)	9625	12460	77.25	.73	.86	67929
(Escort)	48131	–	–	3.66	–	45374
(Fairmont)	33511	46510	72.05	2.56	3.20	277421
(Granada)	15549	13449	115.61	1.19	.92	84585
(LTD)	16769	25021	67.02	1.28	1.72	143810
(Mustang)	25698	37486	68.55	1.96	2.58	222549
(T'Bird)	12954	27399	47.28	.99	1.88	128903
Lincoln	9045	15390	58.77	.69	1.06	72740
(Mark VI)	4886	9388	52.05	.37	.65	41473
Mercury	52757	57715	91.41	4.02	3.97	326361
(Zephyr)	10782	14082	76.57	.82	.98	84297
(Cougar)	5102	12714	40.13	.39	.87	55109
(Capri)	7410	10527	70.39	.56	.72	62974
(Lynx)	14388	–	–	1.10	–	13326
Linc/Merc. Div.	61802	73105	84.54	4.71	5.03	399101
Ford Motor Co.	230148	260487	88.35	17.55	17.91	1513917
Buick	105163	109445	96.09	8.02	7.52	707544
(Skylark)	29396	27696	106.14	2.24	1.90	180006
(Century)	49908	48087	103.79	3.81	3.31	337183
(Riviera)	6416	7039	91.15	.49	.48	42098
Cadillac	32424	42258	76.73	2.47	2.91	212557
(Eldorado)	7951	8396	94.70	.60	.58	51065
(Seville)	4671	7559	61.79	.36	.52	35347
Chevrolet	231645	301647	76.79	17.66	20.73	1725874
(Chevette)	63556	63971	99.35	4.84	4.39	349180
(Monza)	10838	21611	50.15	.83	1.49	148867
(Camaro)	12724	20767	61.27	.97	1.43	117164
(Citation)	50122	60804	82.43	3.82	4.18	370605
(Malibu)	33158	40318	82.24	2.53	2.77	262605
(Corvette)	4837	5548	87.18	.37	.38	36408
(Monte Carlo)	25095	28055	89.45	1.91	1.93	163097
Oldsmobile	119028	124679	95.47	9.08	8.57	807000
(Omega)	14447	13561	106.53	1.10	.93	92118
(Cutlass)	67123	68120	98.54	5.12	4.69	461229
(Toronado)	5231	6441	81.21	.40	.44	36246
Pontiac	82913	100947	82.14	6.32	6.94	612794
(Sunbird)	16118	16512	97.61	1.23	1.13	129312
(Phoenix)	14313	14507	98.66	1.39	1.00	99542
(Lemans)	11508	14203	81.03	.88	.98	78422
(Firebird)	8535	15456	55.25	.65	1.06	83832
Gen. Mtrs. Corp.	571173	678976	84.12	43.55	46.67	4065769
Misc. Domestic	364	510	71.37	.03	.04	3659
Other Import	345050	359754	95.91	26.31	24.73	2275321
U.S. Total	1311533	1454525	90.17			8760937

(Memo Total) – Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE*		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	1278	7.79	24047	37182	64.67	7.41	8.39
Plymouth	155	.95	2902	4920	58.98	.89	1.11
Ford	5308	32.54	105562	139698	75.56	32.52	31.52
Chevrolet	5056	30.98	103188	138128	74.70	31.78	31.18
G.M.C.	1195	7.32	23618	34244	68.97	7.27	7.73
I.H.	488	2.99	10298	12389	83.12	3.17	2.80
Jeep Truck	361	2.21	7878	16454	47.88	2.43	3.71
Mack	124	.76	2748	3574	76.89	.85	.81
Kenworth	71	.44	1517	2171	69.88	.47	.49
Peterbilt	44	.27	825	1354	60.93	.25	.31
Freightliner	60	.37	1120	1960	57.14	.34	.44
White	50	.31	885	1343	65.90	.27	.30
Misc.	2133	13.07	40115	49654	80.79	12.35	11.21
U.S. Total	16319		324703	443071	73.28		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	1434	961	87	1	–	–	–	–
(Dodge 1)	901	538	10	–	–	–	–	–
Plymouth *	220	69	–	–	–	–	–	–
Ford	3492	6317	–	–	–	2235	3904	1325
(Ford 2)	1345	1915	–	–	–	–	–	–
Chevrolet	5337	4443	204	–	157	1515	1478	178
(Chevrolet 3)	2040	1178	–	–	–	–	–	–
G.M.C.	877	1070	–	–	73	993	1591	1487
(G.M.C. 4)	128	237	–	–	–	–	–	–
I.H.	–	78	–	–	–	3374	3118	3026
Jeep Truck	420	367	–	–	–	–	–	–
(Jeep 5)	420	274	–	–	–	–	–	–
Mack	–	–	–	–	–	149	10	2589
Kenworth	–	–	–	–	–	–	–	1517
Peterbilt	–	–	–	–	–	–	–	825
Freightliner	–	–	–	–	–	–	–	1120
White	–	–	–	–	–	–	–	885
Misc.	3865	359	–	1	4	500	321	274
Total	15648	13342	213	2	234	8766	10422	13226
1980 Total	18885	21030	133	11	391	9459	13004	19718
1981 VS '80	82.86	63.45	160.41	18.18	59.85	92.67	80.14	67.08

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1. Includes Vans, Ramcharger & D50
2. Includes Courier, Ranchero, Bronco and Vans
3. Includes El Camino, Blazer, L.U.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
Domestic Sponsored Imports				
Dodge Colt/Hatchback	7668	.58	11888	.82
Plymouth Arrow/Champ	7667	.58	11859	.82
Others	13932	1.06	15923	1.09
Total Domestic Sponsored Imports	29267	2.23	39670	2.73
Other Imports				
Datsun	65983	5.03	82809	5.69
Honda	61741	4.71	54522	3.75
Mazda	29743	2.27	26280	1.81
Mercedes-Benz	8358	.64	8577	.59
Subaru	20318	1.55	19392	1.33
Toyota	88761	6.77	95341	6.55
Volkswagen	35410	2.70	34833	2.39
Volvo	7634	.58	7883	.54
Others	27102	2.07	30117	2.07
Total Other Imports	345050	26.31	359754	24.73
Grand Total All Import Cars	374317	28.54	399424	27.46

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

Domestic Sponsored Imports				
Chevrolet L.U.V.	10418	3.21	15851	3.58
Dodge D50	5198	1.60	6367	1.44
Ford Courier	10295	3.17	13265	2.99
Plymouth Arrow	1867	.57	3127	.71
Total Domestic Sponsored Imports	27778	8.55	38610	8.71
Other Imports				
Datsun	13872	4.27	17992	4.06
Mazda	1530	.47	1479	.33
Subaru	1154	.36	2434	.55
Toyota	16874	5.20	23164	5.23
Volkswagen	5456	1.68	3344	.75
Others	129	.04	-	-
Total Other Import Trucks	39015	12.02	48413	10.93
Grand Total All Import Trucks	66793	20.57	87023	19.64

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	8751485	3058009
*1977	10826234	3509328
*1978	10946104	3863340
*1979	10356896	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. Polk & Co. R 1-81

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Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.

DETROIT, MICH.